



## U.S. Embassy Niamey American Cultural Center

### Request for Proposal (RFP): Media Campaign for English Language Program

**Introduction:** The U.S. Embassy in Niamey is pleased to announce an open competition for proposals for a media campaign for its English Language Program which moved to the Ecole Supérieur de Commerce et d'Administration d'Enterprise (ESCAE) on August 13, 2015. Classes will begin in October. To facilitate the process and to help create better awareness of the program, the Embassy is seeking the services of a competent Public Relations or Marketing Agency to implement a media plan for the American English Language Program. The total value of the grant is 10,000 U.S. dollars.

A marketing agency will be contracted to conduct the communication campaign and will work under the direct supervision of the Public Affairs Officer and/or the Cultural Affairs Officer. All activities listed and benchmark, as well as campaign products will be coordinated with, and will need to be endorsed by the U.S. Embassy.

The recipient will work in close cooperation with the U.S. Embassy through the ACC to develop a broad strategy for publicity and outreach that includes marketing to civil society, academia, private and public institutions via television, radio, and social media. The recipient should present the ACC with the strategy for approval prior to implementation. Outreach should also be conducted virtually. Funding should not be requested for outreach travel, visits, or conference attendance.

The recipient should develop a media strategy to publicize the American English Language Program throughout local and national media via written materials, electronic communication, social media, and other means. The material should highlight the role of the USG and the Embassy/American Cultural Center. The publicity strategy and all publication materials must be submitted for approval prior to publication and dissemination.

Any communication involving revisions to program policy or guidelines should be cleared by the Public Affairs Section of the U.S. Embassy. The request for proposal will remain open until September 11 at 1630. Applications received after the closing date will not be considered.

**Application Deadline:** Friday, September 11, 2015.

**Method of Submission:** Applications may only be submitted electronically to [NiameyPASN@state.gov](mailto:NiameyPASN@state.gov).

**American Cultural Center English Language Program Background:** As part of the Department of State's mandate to divest direct-teaching English language programs from U.S. Embassies,



## U.S. Embassy Niamey American Cultural Center

### Request for Proposal (RFP): Media Campaign for English Language Program

the American Cultural Center privatized its well-known and beloved English Language Program. The English Language Program (ELP) at the American Cultural Center is one of the embassy's best tools of public diplomacy. Classes and teacher training programs are among the most effective English programs in Niger. The ELP enrolls close to 1000 students per quarter and provides training, books, and educational materials to Nigerien ESL teachers. The American Cultural Center lacks the space to expand the ELP making a public-private partnership ideal.

Promoting the English language is one of the pillars of programming at the American Cultural Center and in our American Spaces throughout Niger. Obtaining proficiency in English helps employ Nigeriens in jobs at international organizations and companies. Moreover, learning English helps Nigeriens to promote their own culture to a wider audience. The demand for English has grown significantly over the last five years, and as the premier English language learning program in Niger, the Embassy feels a responsibility to ensure the success of one of its flagship programs. The partnership with ESCAE will increase enrollment, provide more up-to-date technology, and support the longevity of the program.

Our program has a majority number of working adults and professionals including those in ministerial levels, members of the Diplomatic Corps, non-Nigerien nationals, university students, the flight school and even some younger students for specialized programs. The U.S. Embassy will use paid media, public relations, and media advocacy as communication strategies to advance the program goals.

- **Paid media** promotes a media campaign to increase the awareness of the American English Language Program.
- **Public relations** strategies augment and enhance the paid media messages, capture the attention of stakeholders, and build support for English language learning.
- **Media advocacy** shapes the public debate, encourages audiences to rethink how English is taught in Niger, and educates stakeholders to build support for English language teaching and learning in Niger.

### Request for Proposals

The U.S. Embassy (hereinafter called the "Embassy," or the "USG") intends to hire a service provider for the media campaign for the launching of the American English Language Program at ESCAE.



## **U.S. Embassy Niamey American Cultural Center**

### **Request for Proposal (RFP): Media Campaign for English Language Program**

The Service Provider will be selected under a quality-cost based selection procedure described in this RFP and will work under the direction of the U.S. Embassy to design, develop, and produce original marketing campaign to advance our goal of promoting English.

#### **Detailed Specifications**

##### **Scope of Work**

The Service Provider will use fresh and innovating marketing tools to support the following goals:

1. Promote the opening of the American English Language Program at ESCAE.
2. Eliminate the idea that this change is the end of the English Language Program.
3. Promote the idea that this is a new beginning.
4. Demonstrate the benefits of the program at ESCAE
  - a. Bigger classrooms
  - b. Lounge space
  - c. Large campus with canteen
  - d. Better technology (Wi-Fi,)
5. Acknowledge the cooperative relationship between the U.S. Embassy and ESCAE

The campaign should include the following:

- Two television spots (one 3-minute and one 30-45 seconds).
- Two radio spots
- Plug and play social media strategy for the embassy to employ related to the campaign

The media campaign will run from September 21 – October 9 for the 1<sup>st</sup> quarter, December 28 2015- January 15, 2016 for the 2<sup>nd</sup> quarter and April 1- April 15 for 3<sup>rd</sup> quarter and summer session.

Deliverable I – Develop an overall multi-media strategy for the American English Language Program.

- Develop multi-media campaign that is appropriate to our audience.
- Consider the socio-economic status, age, language, and culturally specifics of our target audience.
- Rejuvenate marketing pieces (design, copy, and printing), such as brochures, posters, ESCAE website that will focus on the AELP.



## **U.S. Embassy Niamey American Cultural Center**

### **Request for Proposal (RFP): Media Campaign for English Language Program**

- Conduct formative research and market analysis to provide information about target audiences, market segmentation, and appropriate messages.
- Assist U.S. Embassy in developing plans for other complimentary media activities
- Write, develop storyboards, film, edit and produce TV spots.
- Write, record, edit, and produce radio spots.
- Create and produce print advertising, including newspaper, periodicals, and billboard advertising.
- Design and produce all materials for online materials including websites, banners, and email/sms campaigns.
- Design, write, and produce printed materials, including flyers, brochures, posters, posters, and promotional items such as T-shirts, caps, mugs.
- Provide all creative services necessary for production, including typesetting, filming, dubbing, recording, editing, and photographic services.
- Provide all production services such as printing for billboards.
- Complete all elements of the campaign and provide them on broadcast quality digitally for commercials and camera ready art for print.
- Duplicate and distribute all campaign and other media in a variety of electronic formats (i.e. JPEG, PDF, gif, tif, video streams, etc.) as deemed necessary by the U.S. Embassy (Grants Officer Representative).

#### **Deliverable II – Staffing, Administration, and Communication Plan**

- Provide a clearly articulated comprehensive plan to manage advertising, development, and production.
- Provide advice, guidance, and assistance to U.S. Embassy on all matters relating to the scope of work.
- Provide a plan for regular communication and reporting, payment, and reporting requirements.

#### **Ownership of Materials**

The U.S. Embassy shall be considered the author of all work products created pursuant to the agreement, including all materials and elements, which will become the property of the U.S. Embassy. The U.S. Embassy shall have the sole and exclusive right throughout the universe in all languages and in perpetuity to exploit all or any part of the work product, and all or any part of any material contained therein or prepared therefore, whether or not used therein, in any format or version, by any means and in any media.



## U.S. Embassy Niamey American Cultural Center

### Request for Proposal (RFP): Media Campaign for English Language Program

**Proposal Contents:** Applicants should submit a complete and thorough proposal describing the media campaign in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the RFP and other guidelines as clearly as possible. Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

*Proposals should be submitted as an MS Word or Adobe PDF Format. Attached budgets can be in MS Excel.*

Section I. Executive Summary (no more than one page): Summarize all components of the proposal and how the scope of work will be met.

Section II. Agency Capacity (no more than five pages)

- Describe how Service Provider will provide full service capability as outlined in the scope of work.
- Clearly describe a logical plan for organizing, implementing, and accomplishing all deliverables. Where appropriate indicate the process and/or the resources to be used.

The plan should include how the Service Provide will:

- Conduct cursory research
- Determine target audience
- Determine appropriate messages for target audience
- Develop and produce creative materials for all media to be used in the campaigns
- Identify the phases of each campaign to be developed
- Pre-test creative concepts and messages (i.e. with a focus group)

Section III. Staffing and Agency Personnel (no more than two pages)

Section IV. Client List

Service Provider should provide current list of current accounts

References (using the client list, provide at least two references with contact information.

Creative Samples (using an example from the client list, provide samples of three complete campaigns that demonstrate the Service Provider's ability to develop a strategic, multi-media marketing campaign and ability to produce TV, radio, Internet, print, and other media deemed



## U.S. Embassy Niamey American Cultural Center

### Request for Proposal (RFP): Media Campaign for English Language Program

appropriate for the target audience. The campaigns should be presented on DVD or a flash drive, YouTube channel is also acceptable.

#### Selection Criteria

At the discretion of the U.S. Embassy, all bids may be rejected at any time. The evaluation of bids will include but not be limited to, the following considerations:

- Successful completion of the technical and financial proposal
- Demonstration that the bidder has the capacity to successfully perform the scope of work within the contract.
- Demonstration that the proposed strategy is appropriate, thorough, and well-conceived.
- Cost-effective, cost competitiveness and best value for services as demonstrated in the financial proposal.

The U.S. Embassy shall at all times maintain control and direction over the scope of work being performed under this agreement and reserves the right to change the scope of work and to adjust specific tasks within the work plan to be performed by the contractor.

If full funding does not become available, is reduced, or if the USG determines that it does not need all of the services described in an approved work plan, the USG reserves the right to request an amended work plan from the Service Provider for reduced services.

#### Payment and Reporting

If awarded a grant, the grantee shall submit invoices to the American Cultural Center to Program Assistant, Amina Zakari [zakarial@state.gov](mailto:zakarial@state.gov)

#### Term of Grant

The grant shall be effective on September 15<sup>th</sup>. The anticipated term is nine months. The anticipated beginning and end dates may change if the USG makes an award earlier than expected or if the USG cannot execute the grant due to unforeseen delays. All proposals should be based on a term of nine months.

#### Award Information

**Type of Award:** Cooperative Agreement. The American Cultural Center's level of involvement is listed under Program Description.

**Fiscal Year Funds:** FY2015

**Approximate Total Funding:** \$10,000 USD



## U.S. Embassy Niamey American Cultural Center

### Request for Proposal (RFP): Media Campaign for English Language Program

**Approximate Number of Awards:** One

**Ceiling of Award Range:** \$10,000 USD

**Anticipated Award Date:** September 15, 2015

**Anticipated Project Completion Date:** April, 15 2016

**Frequency of Award:** Once

**Additional Information:** These funds are a one-time grant to recipient. The American Cultural Center expects the implementing partner to use revenue from the program for sustainability.

**Application Deadline:** Friday, September 11, 2015.

**Method of Submission:** Applications may only be submitted electronically to [NiameyPASN@state.gov](mailto:NiameyPASN@state.gov).

**Selection Criteria:** Eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not ranked ordered and all carry equal weight in the proposal evaluation.

#### Agency Contacts

For questions about this announcement, contact Billa Anassour, English Language Program Director at the American Cultural Center. Tel 20 73 29 20.

Please read the complete announcement before sending inquiries or submitting proposals. Once the deadline has passed, ACC staff may not discuss this competition with applicants until the proposal review process has been completed.

#### Definitions:

ACC	American Cultural Center
ELP	English Language Program
ESL	English as a Second Language
PAS	Public Affairs Section
RFP	Request for Proposal
TOEFL	Test of English as a Foreign Language
USG	United States Government